

TOFT DELIVERS THE TONE FOR R&B ICON SHUGGIE OTIS

R&B Maverick Shuggie Otis Takes Delivery of Toft ATB-32

Gardena, California

11 January, 2011 – In 1969, at age 15, Shuggie Otis made his recording debut with Al Kooper on



Kooper's second *Super Sessions extravaganza*.

The Koop was extremely impressed by Shuggie's playing skill and was moved by Shuggie's deeply soulful riffs. Otis' "Strawberry Letter 23" was a million selling hit for the Brothers Johnson who covered it in 1977, but Shuggie's magnum opus was his 1974 *Inspiration Information* release on which he wrote, arranged and played everything.

Not a huge commercial success, *Inspiration Information* is now hailed as one of the greatest R&B records ever made both for its luscious melodies, sampled lately by the likes of J Dilla and Beyonce', and the incredible complexities in the arrangements.

Shuggie's been lying low for a while but he's back at it, creating his next masterpiece.

Shuggie chose Toft as the heart of his new home based production center, a Toft ATB-32 to be precise. And Shuggie likes to be precise: "I looked a long time for the right fit in a console. First I considered a 'controller'-style work surface but I believe an analog signal path is key"

"My music has always been about expression and warmth", Otis continues, "and the ATB console was the only choice. The classic Trident 80 EQ and the versatility of the layout make the Toft ATB just plain fun to work on."

Pairing with both DAW and analog multitrack tape, the 88 inputs available on mixdown allows Otis to get the best of both worlds.

Shuggie's final word: "I could have spent less on a board, but it wouldn't have sounded like this...and I would have spent five times more trying to better it! I love Toft in my studio!"

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<http://www.toftaudio.com>

About PMI Audio Group: Established in 1979, PMI Audio Group is a professional audio company located in Gardena, California specializing in the design and manufacture of professional audio products for recording, video, post, film, broadcast, and the fixed installation markets. PMI Audio brands include: Studio Projects, Trident Audio Developments, Joemeek, Toft Audio Designs, Tonelux, and Valley People. <http://www.pmiaudio.com>



The Toft Series ATB 32 with Meter Bridge